



## Swachh Bharat Abhiyan Clean India Abhiyan



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### Abstract

According to the statistics, it has seen that only a few percentages of the total population have access to the toilets. It is a program run by the government to seriously work to fulfill the vision of Father of Nation (Bapu) by calling the people from all walks of life to make it successful globally. Swachh Bharat Abhiyan is a national cleanliness campaign established by the Government of India. This campaign is covering 4041 statutory towns in order to clean roads, streets, and infrastructure of India. It is a mass movement has run to create a Clean India by 2019. It is a step ahead to the Mahatma Gandhi's dream of Swachh Bharat for healthy and prosperous life. This mission was launched on 2nd of October 2014 (145th birth anniversary of Bapu) by targeting its completeness in 2019 on the 150th birth anniversary of Bapu. The mission has been implemented to cover all the rural and urban areas of India under the Ministry of Urban Development and the Ministry of Drinking Water and Sanitation accordingly the first cleanliness drive (on 25th of September 2014) of this mission was started by the Indian Prime Minister, Narendra Modi earlier to its launch. This mission has targeted to solve the sanitation problems as well as better waste management all over India by creating sanitation facilities to all. Swachh Bharat mission is very necessary to run continuously in India until it gets its goal. It is very essential for the people in India to really get the feeling of physical, mental, social and intellectual well-being. It is to make a living status advance in India in real means which can be started by bringing all over cleanliness. Below I have mentioned some points proving the urgent need of Swachh Bharat Abhiyan in India.

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### 1. Introduction

Banerjee, T., Kumar, M., Mall, R. K., & Singh, R. S. (2017), Modi, N. (2014), Swachh Bharat Abhiyan is started by the government to make India a completely clean India. Nayak, A. (2015), Reddy, K. S. (2015), Clean India was a dream seen by the Mahatma Gandhi regarding which he said that "Sanitation is more important than Independence". During his time he was well aware of the poor and dirty condition of the country that's why he made various efforts to

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complete his dream, however, could not be successful. As he dreamt of clean India a day, he said that both clean lines and sanitation are integral parts of healthy and peaceful living. Unfortunately, Tayal, D. K., & Yadav, S. K. (2017), India became a lack of cleanliness and sanitation even after 67 years of independence.

- a) It is really very essential to eliminate the open defecation in India as well as making available toilets facility to everyone.
- b) It is needed in India to convert the insanitary toilets into flushing toilets.
- c) It is necessary in order to eradicate the manual scavenging system.
- d) It is to implement the proper waste management through the scientific processes, hygienic disposal, reuse, and recycling of the municipal solid wastes.
- e) It is to bring behavioral changes among Indian people regarding the maintenance of personal hygiene and practice of healthy sanitation methods.
- f) It is to create global awareness among common public living in rural areas and link it to public health.
- g) It is to support working bodies to design, execute and operate the waste disposal systems locally.
- h) It is to bring private-sector participation to develop sanitary facilities all through India.
- i) It is to make India a clean and green India.
- j) It is necessary to improve the quality of life of people in rural areas.

## 2. Research Methods

The present study applied the qualitative methods. All data is analyzed descriptively. It is used a paraphrase to explain, elaborate, and explore regarding the phenomenon belonging. The conclusion is the last remarked based on the previous discussion and result.

## 3. Results and Analysis

### *Discussion*

#### *3.1 Major objectives of Bal Swachhata Abhiyan*

- a) To make the children an important part of the Swachh Bharat Mission.
- b) The Directorate of elementary and higher education has instructed all Heads of Govt. and Govt. aided schools and Private schools to continue the cleanliness mission and sensitize children. It is for making them aware of the hygiene.
- c) It also includes clean schools, clean surrounding area and playground, safe drinking water facilities, clean and hygienic toilets, safe and pure food and personal hygiene.
- d) To make the students aware of the need and importance of cleanliness and various aspects of health and sanitation.
- e) The students have to spread the cleanliness awareness among the family members which will pave the way for a clean society and village.
- f) The training of cleanliness of toilets, use of clean water and keeping the water tanks clean will also be given to students.

#### *3.2 Five days program of Bal Swachhata Abhiyan*

- |                     |   |
|---------------------|---|
| 1 <sup>st</sup> Day | : Clean School/ Surroundings/Playground         |
| 2 <sup>nd</sup> Day | : Clean Food                                    |
| 3 <sup>rd</sup> Day | : Clean Self, Personal Hygiene and Child Safety |
| 4 <sup>th</sup> Day | : Clean Drinking Water                          |
| 5 <sup>th</sup> Day | : Clean Toilet                                  |

### 3.3 School sanitation activities

- a) Sanitation Awareness walks by school children with slogans/banners within the community/cities. The main focus is on Sanitation and Implementation, Waste Management, Open Defecation Free, Sustainability, Removal of Plastic Waste and Non-Govt. Plans.
- b) Slogan competition, essay competition, debate on the theme 'Environment Cleanliness' at the school level.
- c) Use of school children and NSS cadets (at High and Sr. Sec. Schools) in cleanliness drive in schools and surrounding areas.
- d) Meetings of School Management Committees held to plan a strategy to ensure cleanliness in the school and Anganwadi premises along with the functionality of school toilets. Sanitation is the regular issue of discussion during Morning Assemblies.
- e) Latrine cleaning/Repair is to be carried out in all schools.
- f) Pledge for promoting Sanitation by children for starting and review of Swachhata Doot Scheme. Bal Sansad ka Gathan, allotment of houses and subsequent feedback is to be taken by every school.
- g) Doctors and Health workers have to organize Health and Sanitation Awareness cum Health Checkup Camps at schools and data needs to be generated at the Block level.

### 3.4 Swachh Bharat mission in urban areas

The Swachh Bharat mission of urban areas aims to cover almost 1.04 crore households in order to provide them 2.6 lakhs of public toilets, 2.5 lakhs of community toilets together with the solid wastes management in every town. Community toilets have been planned to be built in the residential areas where availability of individual household toilets is difficult and public toilets at designated locations including bus stations, tourist places, railway stations, markets, etc. Cleanliness programmer in the urban areas (around 4,401 towns) has been planned to be completed over five years till 2019. The costs of programs are set like Rs 7,366 crore on solid waste management, Rs 1,828 crore on public awareness, Rs 655 crore on community toilets, Rs 4,165 crore on individual household toilets, etc. Programs which have been targeted to be completed are complete removal of open defecation, converting unsanitary toilets into flush toilets, eradicating manual scavenging, bring behavioral changes among the public, and solid waste management.

### 3.5 Gramin Swachh Bharat mission

Gramin Swachh Bharat mission is a mission implementing cleanliness programmes in the rural areas. Earlier the Nirmal Bharat Abhiyan (also called Total Sanitation campaign, TSC) was established by the Government of India in 1999 to make rural areas clean however now it has been restructured into the Swachh Bharat Mission (Gramin). This campaign is aimed to make rural areas free of open defecation till 2019 for which the cost has been estimated is one lakh thirty-four thousand crore rupees for constructing approximately 11 crores 11 lakh toilets in the country.

There is a big plan of converting waste into bio-fertilizer and useful energy forms. This mission involves the participation of gram panchayat, Panchayat Samiti and Zila Parishad.

Following are the objectives of Swachh Bharat Mission (Gramin):

- a) To improve the quality of life of people living in rural areas.
- b) Motivate people to maintain sanitation in rural areas to complete the vision of Swachh Bharat by 2019.
- c) To motivate local working bodies (such as communities, Panchayati Raj Institutions, etc) to make available the required sustainable sanitation facilities.
- d) Develop advance environmental sanitation systems manageable by the community especially to focus on solid and liquid waste management in the rural areas.
- e) To promote ecologically safe and sustainable sanitation in rural areas.

### 3.6 Swachh Bharat-Swachh Vidyalaya campaign

The Swachh Bharat Swachh Vidyalaya campaign runs by the Union Ministry of Human Resource Development having the same objectives of cleanliness in the schools. A big programme was organized under it from 25<sup>th</sup> of September 2014 to 31<sup>st</sup> of October 2014 in the Kendriya Vidyalayas and Navodaya Vidyalaya Sangathan where lots of cleanliness activities were held such as discussion over various cleanliness aspects in the school assembly by the students, teachings of Mahatma Gandhi related to cleanliness, cleanliness and hygiene topics, cleaning activities (in

the classrooms, libraries, laboratories, kitchen sheds stores, playgrounds, gardens, toilets, pantry areas, etc.), cleaning of statue in the school area, speech over the contribution of great people, essay writing competition, debates, art, painting, film, shows, role plays related to hygiene including other many activities on cleanliness and hygiene. It has also been planned to hold half an hour cleaning campaign in the schools twice a week involving the cleanliness activities by the teachers, students, parents, and community members.

### 3.7 Swachh Bharat

Swachh Bharat cases is an improvement in the service tax by .5% on all the services in India. It was started by the Finance Ministry to collect some fund from each and every Indian citizen for the Swachh Bharat Abhiyan in order to make it a successful campaign. Everyone has to pay extra 50 paise for every 100 rupees as service tax for this cleanliness campaign. We can say Swachh Bharat Abhiyan, a nice welcome step to the clean and green India till 2019. As we all heard about the most famous proverb that “*Cleanliness is Next to Godliness*”, we can say surely that clean India campaign (Swachh Bharat Abhiyan) will really bring godliness all over the country in few years if it is followed by the people of India in an effective manner. So, the cleanliness activities to warm welcome the godliness have been started but do not need to be ended if we really want godliness in our lives forever. A healthy country and a healthy society need its citizens to be healthy and clean in every walk of life.

## 4. Conclusion

General improvements in rural infrastructure, and not just in sanitation, have probably played a role in propelling the progress of Himachal Pradesh in human development, social inclusion, and overall well-being. The availability of toilets in schools is known to be positively correlated with girls’ school attendance. The new community-led total sanitation (CLTS) approach focused on igniting shock and shame among communities that practiced open defecation, so they would end the practice through collective action. It was found in the study and led by the belief that when communities are shocked into realizing the impact of open defecation on their own and their neighbors’ health, they would also realize that the practices of individuals affect the community as a whole. Balancing the needs of growth with sanitation sustainability, especially in the wake of significant economic transformation and changes in population structure, will be an important challenge.

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### *Statement of authorship*

The author(s) have a responsibility for the conception and design of the study. The author(s) have approved the final article.

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